Facade branding for Health & Wellness Centres

Ayushman Bharat Scheme

2 MAY 2018 | VERSION 2 | DISCARD ALL PREVIOUS VERSIONS

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Introduction
India is a vast, diverse and a highly populated country. Its problems are complex and unique to itself. It is a challenge to reach out to vast different regions across India as local beliefs, culture and practices influence every region’s outlook.

Under the Ayushman Bharat Scheme 1.5 lakh Sub Health and Primary Health Centers will be transformed to Health and Wellness Centers (HWC). To disseminate their services optimally, the centers must be accessible and appealing, providing a sense of comfort and belonging to the people of the regions where they are located.
Our branding approach reflects the intent of the Ayushman Bharat program, which advocates “a powerful, people-centric and humanistic branding at the grassroots level.” It is unified across regions by a common graphic template of a rectangle and circle. It is simultaneously an open and flexible model, allowing every community to be involved by painting the facades of the Centre and bringing their own expressions to the Health and Wellness Centres.

Such a diverse yet distinct branding of health and wellness centres brings the services of the HWC closer to the people it is meant to serve.
The essence behind the design of branding graphics on the facade is:

A. Circles which hold the communication graphics about health and wellness - these graphics are fixed for all centres and there are a total of 6 to choose from in priority (given on slide 69 of this manual)

B. A rectangle which encircles the windows and doors of the building, which will be embellished by patterns of the region - these graphics are flexible within the format, variable for every centre and created locally.

C. Two design options to choose from, for how these graphics can be manifested.
There are two designs – **Type A** and **Type B**.

One can use either of the designs.
Type A

The rectangle form and circular forms are connected.
Type A

Close up view

The rectangle form and circular forms are connected.
Type B

The rectangle form and circular forms are not connected.
Type B
Close up view

The rectangle form and circular forms are not connected.
Type A Design
Type A

STEP 1

Planning the design
Type A - **STEP 1.1** Planning the design

Take a printout of the HWC building front.

If you do not have a printout make a simple drawing of the building facade with doors and windows as shown.

*An example is shown here.*
Roughly identify the free space on the building where you can make graphics.

Free space around doors and windows is preferred.

An example is shown here.
6 standard illustrations depict the various facilities at the HWC’s. Corresponding to these, you can compose up to six circular spaces.

Place the 6 circles in the free space you have identified.

If there is not enough space to accommodate all six, place fewer circles in the order of priority.

Note Refer to slide 69 to see the 6 illustrations and the priority.
Type A

STEP 2

Making the design template
Type A - **STEP 2.1**

Making the design template

Paint the outer surface of the building in yellow paint. Use only the specified shade of yellow.

Paint the windows, doors and their frames in the brown shade. Use only the specified shade of brown.

- **YELLOW METAL**
  - 7920

- **ETHNIC BROWN**
  - 8589
Type A - **STEP 2.2**

Making the design template

With a pencil, draw a circle of 24 inch diameter on the building and place it according to your rough master sketch next to window. (You can make a circle template using a cardboard and use it to draw the circle on the wall - this will allow you to work faster)

An example is shown here.
With a pencil draw an outline of 10 inches away from the window and the circle as shown.

An example is shown here.
With a pencil, connect the rectangle and circle in a smooth outline.

An example is shown here.
Now mark 5 inches inside, i.e. within the outline you have already drawn.

An example is shown here.
With the pencil, draw the second parallel line as shown

An example is shown here.
Type A - **STEP 2.7**

Making the design template

Now paint both these lines in 1 inch thick brown colour. Use only the specified shade of brown colour

**ETHNIC BROWN**

8589
Type A

STEP 3

Painting your local craft
Take a simple pattern from a craft belonging to your region only. This will make your centre truly local.

Make sure that the pattern is simple to draw. You should be able to draw it large about 5 inches tall.

Example shown as reference: Warli art for Maharashtra region
Paint your craft pattern in the space between the lines. You can freely apply other small patterns from your local craft. Use only brown colour as specified.

Example shown for reference:
Warli art for Maharashtra region
Type A

STEP 4

Painting the illustration
Paint the circle white and make the grid using a pencil as shown on pages 72 to 77 for each illustration. Carefully draw the illustration using the grid as a reference. Paint the illustrations with the colours shown on page 66.

Example of illustration 1.
Paint the illustrations with the colours shown on page 65

*Example of illustration 1.*
Similarly all the components can be completed on the total building as planned.

**Example of a complete building using the clay relief art of Chhattisgarh.**
Type A

Examples
Examples of three different crafts from their respective regions —

Note: Use craft only from your region.

Warli, Maharashtra

Gond Art, Madhya Pradesh

Aipan, Uttranchal
Example of how the design works on different building facade layout & sizes
Example 3

Example of how the design works on different building facade layout & sizes
Examples of how each centre can look different within the same region. This will allow every building to have a unique design which is attractive and meaningful.
Type B Design
Type B

STEP 1

Planning the design
Take a printout of the HWC building front.

If you do not have a print out make a simple drawing of your building facade with doors and windows.

*An example is shown here.*
Roughly identify the free space on the building where graphics can be painted.

Free space around doors and windows is preferred.

*An example is shown here.*
There are 6 circles that represent the 6 illustrations depicting the various facilities at the HWC's.

Place the 6 circles in the free space.

If there is not enough space to accommodate all six, place fewer circles in the order of priority.

Note Refer to slide 69 to see the 6 illustrations and the priority.
Type B

STEP 2

Making the design template
Paint the outer surface of the building in yellow paint. Use only the specified shade of yellow.

Paint the windows, doors and their frames in the brown shade. Use only the specified shade of brown.

Type B - **STEP 2.1**

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>YELLOW METAL</td>
<td>7920</td>
</tr>
<tr>
<td>ETHNIC BROWN</td>
<td>8589</td>
</tr>
</tbody>
</table>
Making the design template

With a pencil draw a circle of 24 inch diameter on the building and place it according to your rough master sketch next to window.
(You can make a circle template using a cardboard and use it to draw the circle on the wall - this will allow you to work faster)

An example is shown here
With a pencil draw an outline of 10 inches away from the window and the circle as shown.

An example is shown here
Now mark 5 inches away on the inside parallel to the outline you have already drawn.

An example is shown here
With the pencil, draw the second parallel line as shown

An example is shown here
Now paint both these lines in 1 inch thick brown colour.
Use only the specified shade of brown colour.
Type B

STEP 3

Painting your local craft
Select a simple pattern from a craft belonging to your region only. This will make your centre truly local.

Make sure that the pattern is simple to draw. You should be able to draw it large about 5 inches tall.

**Example of Aipan for Uttaranchal region is shown.**
Paint your craft pattern in the space between the lines. You can apply other small patterns from your local craft. Use only brown colour as specified.

Example of Aipan art for Uttarakhand region is shown.
Type B

STEP 4

Painting the illustration
Type B - **STEP 4.1**

Painting the illustration

Paint the circle white and make the grid using a pencil as shown on pages 72 to 77.

Draw the illustration using the grid as a reference.

Paint the illustrations with the colours shown on page 65.

**Example of illustration 1 is shown**
Paint the illustrations with the colours shown on page 65

Example of illustration 1 is shown.
Similarly all the components can be completed on the total building as planned.

Example of a complete building inspired by clay relief art of Chhattisgarh
Type B

Examples
Examples of three different crafts —  
*Note: Use craft only from your region.*

- Warli, Maharashtra  
- Gond Art, Madhya Pradesh  
- Aipan, Uttarakhand
Example 2

Example of how the design works on different building facade layout & sizes
Example of how the design works on different building facade layout & sizes
Examples of how each centre can look different within the same region. This will allow every building to have a unique design which is attractive and meaningful.
Design specifications
Design specifications

Colours
Facade branding: Ayushman Bharat Scheme

Design specifications
Colours

Wall colour

YELLOW METAL 7920
To match shade card

ETHNIC BROWN 8589
Facade branding: Ayushman Bharat Scheme

Design specifications

Colours

Illustration colours

C1: Pure Red 8093
C1: Mango 7909
C3: Lemon Blast 9365
C4: Forest Glade X158
C5: Azure Sky 7407
C5: Shocking Pink 8126
C7: Peanut Butter 8559
C8: Cafe Latte 8549
C9: Bravo 8429
C10: Silver Trinket 8298
C11: Blank Canvas 7932
Draw the pattern using the grid and dimensions given below —

- 1 inch stroke
- 5 inches
- 4 inches
- 1/4 inches stroke
- Window frame
- 4 inches
- 11 inches
Design specifications

Illustrations
There are six illustrations to be drawn on the facade. Priority is from 1 to 6 with 1 as high priority and 6 as the least. If you have less space, leave out the lower priority numbers from the list.
The illustrations can be drawn in three simple steps —

A. LIGHTLY DRAW GRAPHIC  
B. FILL THE COLOURS  
C. FINISH BLACK OUTLINES
Draw the illustration using the grid and dimensions given below —
Maternal health

Design specifications

Illustrations

Facade branding: Ayushman Bharat Scheme

Stroke

Thickness

¼ inch

24 inches

4 inches
Tele consultation

Design specifications
Illustrations

Facade branding: Ayushman Bharat Scheme

24 inches
24 inches
4 inches
Drug distribution

24 inches

4 inches
Facade branding: Ayushman Bharat Scheme

Health awareness

Design specifications
Illustrations

24 inches
4 inches
24 inches
Design specifications

Logo
Draw the National Health Mission logo and Ayushman Bharat logotype using the grid and dimensions given below —
For any clarifications contact info@lopezdesign.com

www.lopezdesign.com